Entertainment/Media Case Study
HIT Entertainment

File transfer problems.
Solved.

Global children's entertainment producer and rights owner, scores with Accellion Secure File Transfer. Creator of Bob the Builder and other popular children's programs uses Accellion for global collaboration.

Background

HIT Entertainment is a leading producer of children's TV programming and is home of many of the most popular children's entertainment properties, including Bob the Builder™, Barney ™, Angelina Ballerina™, Thomas and Friends™, Pingu™, Fireman Sam™, and many more. The company's assets include its own branded content as well as licensed brands, with more than 1,500 hours of programming that it distributes to more than 240 countries. It also distributes content for the home entertainment market and licenses its characters for use in books and other consumer products. HIT owns and operates studios in the UK and the US. They also maintain agreements with production facilities in other territories.

Challenges

With several shows in production throughout the year and with a typical three-year production cycle per show, production materials must be transferred continually on a timely basis between production facilities, outside production producers, graphic artists and post production houses, as well as sending final products to broadcasters and resellers.

These globally distributed production locations created a major challenge in digital asset transfer, especially to meet tight broadcast deadlines throughout the world.

Also, in the highly competitive world of entertainment, security is a critical matter, especially for programs and content during the production process.

Formerly, large files were sent on CDs and DVDs via the post. However, due to the high volume of files being transferred, it became obvious that mailing the material was inefficient, unsecure, expensive and difficult to track. Delays could last for days or even longer if packages were lost in the mail.

Ryan Tunstall, director of IT operations, adds that the need was growing exponentially, including larger sizes of digital files due to more use of computer graphics, rather than live action.

HIT began using FTP for transferring files; however, the "housekeeping" was becoming overwhelming. With storage needs and costs mounting, the Company needed a better solution.

The IT Department researched alternatives and found that Accellion best met all their needs.

> **"Accellion meets all our file transfer needs in a package that is really appealing."**
>
> Ryan Tunstall,
> Director IT Operations,
> HIT Entertainment

Solution

As Tunstall described, "Account management was a real problem. Accellion's ease of use, inherent security, file tracking and the fact that files could be deleted automatically really solved our problems. It all came together in a package that was really appealing."

Another key aspect for HIT was the custom branding that is available with Accellion. Each file transfer displays the distinctive HIT Entertainment brand. Comments Tunstall, "Our file transfers look so professional with our own branding. And it was so easy."

HIT first rolled out the Accellion solution with a single appliance in the UK. Within six months the deployment was company wide and also involved global partners and distribution. A 2nd appliance was added in the US to further streamline the file transfer process and make it even easier for employees and third parties to share production files.

Accellion allows external users who need to send files back to HIT Entertainment to use the same infrastructure to return files. All production partners and HIT global production facilities can now communicate within one easy to use system.

What used to take hours is now completed in seconds. To transfer files from HIT to a recipient, the sender uses Accellion to create a secure link to the file on the server. The data is then uploaded to the Accellion appliance and transferred to the receiver without impacting or slowing down HIT Entertainment's network.

Ryan Tunstall summarizes, "With Accellion we save time and meet deadlines, and greatly reduce our IT administration. We appreciate the security, full reporting and tracking and ease of use. Best of all, it just works!"

BENEFITS

- Reduced storage needs and costs
- Ease of IT Administration
- Secure global collaboration
- Full reporting and tracking

Specifications

HIT Entertainment	
Deployed since	**2007**
# of Appliances	**2**
Location of Appliances	**UK, US**
# of Internal and External Users	**250 Internal Unlimited External**
LDAP/AD directory integration	**Yes**
Web Interface	**Customized**
Email plug-in	**Yes**

Accellion, Inc.
1804 Embarcadero Road
Suite 200
Palo Alto, CA 94303

Tel + 1 650 485 4300
Fax +1 650 485 4308
www.accellion.com
info@accellion.com

Accellion